



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
-----------------	-------------	----------------------	---------------------	------------------

10/031,227

05/06/2002

Luis Arcos-Rodriguez

6186

29177 7590 03/19/2008
BELL, BOYD & LLOYD, LLP
P.O. BOX 1135
CHICAGO, IL 60690

EXAMINER

ROSWELL, MICHAEL

ART UNIT

PAPER NUMBER

2173

MAIL DATE

DELIVERY MODE

03/19/2008

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

DETAILED ACTION

Claim Rejections - 35 USC § 102

The text of those sections of Title 35, U.S. Code not included in this action can be found in a prior Office action.

Claims 1, 3-11, 13, and 14 are rejected under 35 U.S.C. 102(e) as being anticipated by Slotznick (US Patent 6,011,537).

Regarding claim 1, Slotznick teaches supplying information configured on a screen as a first element in a separate space from a second element, wherein the first element and second element are displayed simultaneously on the same screen page (taught as the accessing and downloading of information in the form of pages, at col. 6, lines 28-32, where pages contain both primary and secondary data, at col. 8, lines 51-52, wherein the primary and secondary data are displayed simultaneously, at col. 4, lines 49-51), separating the first element and the second element prior for non-simultaneously displaying on the same screen page, and displaying the first element or the second element on the screen at separate times (taught as the display of only primary data on a first virtual page, and secondary data on a second virtual page, at col. 9, lines 24-30, further taught as the separation of primary and secondary data into different full-display pages upon user actuation, at col. 4, lines 51-62). Slotznick further teaches the separation of primary and secondary data at col. 3, lines 38-41, stating “data that could be classified as secondary information is generally ... downloaded in the foreground as a separate page of primary information”, therefore separating the primary and secondary data.

Regarding claim 3, Slotznick teaches the first element being advertising information, taught as the use of advertisements as secondary information, at col. 24, lines 28-32.

Regarding claim 4, Slotznick teaches the display changing between the first element and the second element whenever a predetermined time period has elapsed, taught as the display of a second virtual page after the display of a first page for a pre-specified time, at col. 9, lines 43-50.

Regarding claim 5, Slotznick teaches the display changing between the first and second element depending on a change of state on a terminal associated with the screen, taught as the change of state inherently present in a user action for the display of the second element, such as the selection of a page or actuation of a key, at col. 9, lines 30-36.

Regarding claim 6, Slotznick teaches the display changing between the first element and the second element depending on at least one of actuation of a key associated with the terminal, a change in position of the terminal, and actuation of a touch screen, as taught at col. 9, lines 30-36.

Regarding claim 7, Slotznick teaches no further changes taking place during a predetermined time period after the display has changed depending on a change of state, taught as the user control over the display of secondary information for a time period determined by the user, at col. 13, lines 16-19.

Regarding claim 8, Slotznick teaches a screen and control unit which controls the display on the screen, where information configured as a first element and a second element, the first element configured in a separate space from the second element, for simultaneous display on a same screen page is supplied to the control unit (taught as the accessing and downloading of information in the form of pages, at col. 6, lines 28-32, where pages contain both primary and secondary data, at col. 8, lines 51-52, wherein the primary and secondary data are displayed simultaneously, at col. 4, lines 49-51), the control unit separating the first and second elements for a non-simultaneous display on the same screen page, wherein the first or second element are displayed on the screen at separate times (taught as the display of only primary data on a first virtual page, and secondary data on a second virtual page, at col. 9, lines 24-30, further taught as the separation of primary and secondary data into different full-display pages upon user actuation, at col. 4, lines 51-62). Slotznick further teaches the separation of primary and secondary data at col. 3, lines 38-41, stating “data that could be classified as secondary information is generally ... downloaded in the foreground as a separate page of primary information”, therefore separating the primary and secondary data.

Regarding claim 9, Slotznick teaches the first element being advertising information, taught as the use of advertisements as secondary information, at col. 24, lines 28-32.

Regarding claim 10, Slotznick teaches the display changing between the first element and the second element whenever a predetermined time period has elapsed, taught as the display of a second virtual page after the display of a first page for a pre-specified time, at col. 9, lines 43-50.

Regarding claim 11, Slotznick teaches a key sensor configured for detecting actuation of a key associated with the terminal, where, when the key is actuated, the control unit prompts the screen to change between display of the first element and display of the second element, taught as a user action for the display of the second element, such as the selection of a page or actuation of a key, at col. 9, lines 30-36.

Regarding claim 13, Slotznick teaches a key being provided for changing over between display of the first element and display of the second element, taught as the use of commands for requesting the display of primary or secondary data, taught at col. 21, lines 60-64, and col. 22, lines 37-46. Slotznick teaches the actuation of a key for issuing such commands, at col. 9, lines 30-36.

Regarding claim 14, Slotznick teaches a timer which can be reset by the control unit and outputs a time base signal to the control unit, wherein when a predetermined time period has elapsed, the control unit prompts the screen to change between display of the first element and display of the second element on the basis of the time base signal, taught as the display of a second virtual page after the display of a first page for a pre-specified time, at col. 9, lines 43-50. Inherently, the timer must be reset for each instance of the disclosed automatic display.

Claim Rejections - 35 USC § 103

The text of those sections of Title 35, U.S. Code not included in this action can be found in a prior Office action.

Claims 12 are rejected under 35 U.S.C. 103(a) as being unpatentable over Slotznick and Barkan et al (US Patent 5,656,804), hereinafter Barkan.

Slotznick teaches a terminal capable of receiving first and second elements of the same display page, separating the elements, and displaying them at separate times. Furthermore, Slotznick teaches changing from the display of the first element to the display of the second element and vice versa in response to a user command or a change in state.

However, Slotznick fails to explicitly teach a position sensor configured for detecting a change in the position of the terminal, where, when a change in the position of the terminal is detected, the control unit prompts the screen to change between display of the first element and display of the second element.

Barkan teaches an apparatus for sensing the motion of a portable terminal. Slotznick at col. 6, lines 42-53 teaches the use of portable devices for the display of primary and secondary information. Further, Barkan teaches the carrying out of a command in relation to a change in position of a portable terminal, at col. 4, lines 58-67 through col. 5, lines 1-5.

Therefore, it would have been obvious to one of ordinary skill in the art, having the teachings of Slotznick and Barkan before him at the time the invention was made to modify the user commands for changing a displayed element of Slotznick to include the orientation-dependent function execution of Barkan, in order to obtain a system where switching between a first and second displayed element is based on the position of a portable terminal.

One would have been motivated to make such a combination for the advantage of quickly switching from one displayed element to another without the use of interface buttons or other inputs to provide switching convenience to a user. See Barkan, col. 3, lines 58-61.

Response to Arguments

Applicant's arguments filed 20 December 2007 have been fully considered but they are not persuasive.

With respect to Applicant's arguments of pages 5 and 6 of the remarks, the examiner respectfully disagrees. Applicant argues that the claimed invention differs from Slotznick in that it "provides a technique for displaying screen pages which makes it possible to display advertising banners and content information on small displays, as well and at the same time improve the legibility". It is noted that the features upon which applicant relies (i.e., displaying content information on small displays, and improving legibility) are not recited in the rejected claims. Although the claims are interpreted in light of the specification, limitations from the specification are not read into the claims. See *In re Van Geuns*, 988 F.2d 1181, 26 USPQ2d 1057 (Fed. Cir. 1993).

Applicant further argues that "the simultaneously displayed elements are separated and displayed on the screen at separate times" and "[i]n Slotznick, the primary and secondary information exist separated in a first and second memory device. The information is therefore not separated - see col. 4, line 49 to 62." The examiner respectfully disagrees and contends that the language of the claims does not necessitate that the primary and secondary information be stored in the same location or on the same storage device, only that they are displayed simultaneously (as shown in Slotznick, col. 4, lines 49-62), separated for non-simultaneous display (col. 3, lines 38-41), and displayed at separate times (see col. 11, lines 6-24).

Conclusion

THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after

the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Michael Roswell whose telephone number is (571)272-4055. The examiner can normally be reached on 8:30 - 6:00 M-F.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Dennis Chow can be reached on (571) 272-7767. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Tadesse Hailu/
Primary Examiner, Art Unit 2173

Michael Roswell
3/6/2008